



## **PRESS RELEASE**

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**For Immediate Release**

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### **TRAILBLAZER SIGNS POINT THE WAY**

Akron, Ohio (January 26, 2012) - Businesses in Akron are receiving some marketing assistance from the City. The City of Akron is now working with the Ohio Department of Transportation and Ohio Logos, Inc., to provide for what are called Trailblazer signs to help motorists find local businesses once they have exited the highway.

Most everyone who has traveled on Ohio's interstate system and its freeways and expressways has noticed the signs displaying logos of gas stations, restaurants, hotels and motels, attractions and camp sites. Trailblazer signs are installed to direct business customers after they leave the expressway to a business as far as five miles away. The value in the Trailblazer signs is they assist interested motorists in finding certain businesses that may be a bit off the beaten path. Businesses that are located on the main street, where motorists exit, do not need a Trailblazer sign.

In order to get a Trailblazer sign, the business must first apply to the State of Ohio. If the business qualifies for a Trailblazer sign and it wants to use the City's right of way, the City will help the business in locating the sign.

"The City's permission will be freely and reasonably given to qualified businesses," says Mayor Don Plusquellic, who has championed the Trailblazer signs to help Akron small businesses. "The City will do everything it can to help drive motorists to Akron's small businesses. We want these signs to bring customers to our local businesses that are not situated next to a highway and who otherwise may have trouble reaching travelers."

Businesses that are interested in this amenity may contact Ohio Logos, Inc. at 1-800-860-5646 or visit their website at [www.ohio.interstatelogos.com/state/home.aspx](http://www.ohio.interstatelogos.com/state/home.aspx).

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